



News & Views

The Official Newsletter for the Missouri Show Me Healthy Women program
Web site: www.dhss.mo.gov/BreastCervCancer
www.dhss.mo.gov/WISEWOMAN

Spring & Summer 2009

Regional Provider Training Schedule

The Show Me Healthy Women (SMHW) program is fast approaching Grant Year 18, which begins on June 30, 2009. Each new grant year brings changes to policies and data reporting forms.

In an effort to keep SMHW providers updated on these changes, annual Regional Provider Trainings will be conducted. Any staff working with the SMHW program will find this training to be beneficial.

Dates, times and locations for the upcoming trainings are listed below. Feel free to attend the training that is most convenient for you and your staff. If you have any questions, contact the regional program coordinator for your area or the central office at (573) 522-2845.

Southwest Region

Date: May 15, 2009
Time: 9:00 a.m. – 12:00 p.m.
Location: The Library Center
4653 South Campbell
Springfield, MO 65803

Elisa Coonrod, Regional Program Coordinator
(417) 895-6946

Northwest and Kansas City Regions

Date: May 22, 2009
Time: 9:00 a.m. – 12:00 p.m.
Location: Clay County Public Health Center
800 Haines Drive
Liberty, MO 64068

Toni Rouen, Regional Program Coordinator
(816) 404-6985

Northeast and Central Regions

Date: May 29, 2009
Time: 10:00 a.m. – 12:00 p.m.
Location: Audrain Medical Center
620 E. Monroe Street
Mexico, MO 65256

Clinical breast exam (CBE) training will be held from 1:00 p.m. to 4:00 p.m. (Prior registration required.)

MaryPat Luebbering, Regional Program Coordinator
(573) 477-0193

Southeast Region

Date: June 3, 2009
Time: 1:00 p.m. – 4:00 p.m.
Location: Washington County Library
235 E. High Street
Potosi, MO 63664
Date: June 4, 2009
Time: 9:00 a.m. – 12:00 p.m.
Location: Department of Health and Senior Services
Southeast District Office
2875 James Blvd.
Poplar Bluff, MO 63901

Ruth Hudson, Regional Program Coordinator
(573) 840-9728

St. Louis Region

Date: June 8, 2009
Time: 9:00 a.m. – 12:00 p.m.
Location: Siteman Cancer Center
660 S. Euclid Avenue
CAM Building, 3rd Floor,
Farrell Room
St. Louis, MO 63110

Cora Bozeman, Regional Program Coordinator
(314) 612-5406

Radio and Print Ad Campaign in May

The Comprehensive Cancer Control program provided funding for a statewide advertising campaign for the Show Me Healthy Women program and the Missouri Tobacco Quitline.

The statewide campaign includes 66 radio stations through the MissouriNet radio network and *Rural Missouri* magazine.

The campaign in Kansas City targets the Hispanic population with advertisements in a Hispanic newspaper and two Hispanic radio stations. In addition, the African-American population is targeted through the May/June issue of *Our Health Matters*.

The print advertisement in St. Louis targets the African-American population with ads running in the *St. Louis American* newspaper and its twice monthly supplement, *Health Matters*.

If your facility receives an increase in calls and you are unable to set an appointment for this grant year, start making appointments for Grant Year 18, which begins June 30, 2009.

If you have any questions or comments, please contact your regional program coordinator or Debi Rommel in the central office by calling 573-522-2858.



Show Me Healthy Women
free breast and cervical cancer screenings

Early Detection.
Saving Lives.
That's what
it's all about.

Thousands of women
could receive
free services.
Are you one
of them?

1-800-422-6237,
press 1
or call
573-522-2845

- Women age 35 and older, without health insurance, may receive a FREE Pap test, pelvic exam and clinical breast exam.
- Women age 40-64 may receive a FREE mammogram, based on available funding.
- Women must meet income guidelines.
- FREE treatment may be available if diagnosed with cancer through the Show Me Healthy Women program.

www.dhss.mo.gov/BreastCervCancer
AN EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER
SERVICES PROVIDED ON A NONDISCRIMINATORY BASIS

Above is a copy of the ad used in *Rural Missouri*. Ads also depict an African-American and a Hispanic woman.

DHSS Director's Team Award

The DHSS Director's Team Award was presented to the Missouri Screen for Life (MSFL) program.

MSFL is a free colorectal cancer screening program for men and women who are of average risk for colorectal cancer and who meet the age, income and residency guidelines.

The team consists of 11 members - Jim Pruitt, Melinda Laughlin, Deborah Bisges, Jackie Jung, David McBride, Dee Bale, Debi Rommel, Ginger Nelson, Kelley Christian, Jake Klimkewicz and Joan Wilkerson.

The Centers for Disease Control and Prevention (CDC) established a three-year colorectal screening demonstration program for the underserved U.S. population. Missouri was chosen along with four other states - Maryland, Nebraska, New York and Washington - to participate in the three-year grant. The St. Louis area was chosen as the target site for Missouri due to the increased rates of late-stage colorectal cancer diagnosis and increased mortality rate due to colorectal cancer.

In September 2005, DHSS began the Missouri Screen for Life (MSFL) program in St. Louis City and the counties of St. Louis, Franklin, Jefferson and St. Charles. In June 2008, MSFL expanded the service area to include Warren, Lincoln, Washington, St. Francois and Ste. Genevieve counties.

As of February 2009, the program has screened more than 280 individuals for colorectal cancer. As a result of these screenings, there have been 197 polyps removed from 83 clients. In addition, MSFL has diagnosed over half of all the cancers for all demonstration programs combined. The individuals who were diagnosed with cancer were referred by the program to a provider who treated the cancer at no cost to the client.

MSFL staff has played crucial roles in making this program a success by working with both internal and external partners to ensure that citizens within the designated service area had access to life-saving screening exams for colorectal cancer.



Chlamydia on the Rise in Missouri

Chlamydia, caused by the bacteria *Chlamydia trachomatis*, is the most common bacterial sexually transmitted disease in the United States.

It is estimated that three to five million cases of chlamydia infection occur each year. However, many of these cases are left undetected and untreated since up to 75 percent of women and 50 percent of men are asymptomatic.

Untreated and undetected chlamydia can lead to:

- Pelvic inflammatory disease (PID), ectopic pregnancy and infertility in women
- Urethritis in women and men
- Epididymitis in men
- Increased risk of acquiring and/or spreading HIV infection
- Passing the infection to a newborn at birth if the mother is infected, causing conjunctivitis and pneumonia in the child

The incidence of chlamydia continues to rise every year in Missouri. In 2008, the number of chlamydia cases reported in Missouri was 24,817. Chlamydia is most commonly found in sexually active individuals ages 15-25. From 2006 to 2008, nearly three-fourths of all chlamydia cases reported in Missouri were in persons aged 15-24 years. Evidence suggests that this population may continue to be at risk for disproportionate chlamydia rates in the future.

Other risk factors may include:

- Unprotected sex
- Incorrect or lack of condom use
- New sex partner or multiple sex partners
- Past history of sexually transmitted diseases (STDs)

Screening all sexually active women between the ages of 15 and 25 for chlamydia is recommended by the Centers for Disease Control and Prevention (CDC), American Academy of Family Physicians (AAFP), American Academy of Pediatrics (AAP), American College of Preventative Medicine (ACPM), American College of Obstetricians and Gynecologists (ACOG), American Medical Association (AMA) and

the U.S. Preventative Services Task Force (USPSTF) and is included as a Health Care Effectiveness Data

and Information Set (HEDIS) performance measurement expectation. Screening is an effective and cost-saving approach because diagnosing and treating it stops the infection from spreading and reduces the risk of chlamydia's serious complications, including infertility.

Missouri's reporting rule (19 CSR 20-20.020)

<http://www.sos.state.mo.us/adrules/csr/current/19csr/19c20-20.pdf>, includes the mandatory reporting of various STDs, including syphilis, gonorrhea (GC), chlamydia (CT), chancroid, human immunodeficiency virus (HIV) and acquired immunodeficiency syndrome (AIDS). To report an STD please call 866-628-9891 or your local health department.

For more information on chlamydia and other sexually transmitted diseases please go to <http://www.cdc.gov/std/default.htm>.

Chlamydia is most commonly found in sexually active individuals ages 15-25

2009 Cancer Summit Announced

The Comprehensive Cancer Control program, the Department of Health and Senior Services and the Comprehensive Cancer Consortium will host the 2009 *Cancer Summit*, October 8-9, 2009.

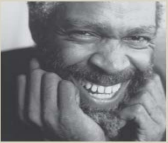
The 2009 *Cancer Summit* will be held at the Truman Hotel in Jefferson City. Topics will include disparities in cancer diagnosis and treatment, how to navigate clinical trials, tobacco and cancer, and palliative care.

A registration brochure with detailed information will be available this summer.

SAVE THE DATE!

Comprehensive Cancer Control 2009 Cancer Summit





October 8-9, 2009
Truman Hotel
Jefferson City, Mo.

Please share this card with others.



Financed in part from U.S. Cooperative Agreement #5U58CP000020-01

Disparities in Cancer Diagnosis and Treatment
How to Navigate Clinical Trials
Tobacco and Cancer
Palliative Care
PLUS MORE!